

Proposed September 2003 Service Improvements  
to be discussed at Four Public Meetings

In Santa Barbara

Tuesday, May 6, 12:00-1:00pm  
Santa Barbara Public Library  
Townley Room  
40 E. Anapamu Street

In Goleta

Tuesday, May 6, 7:00-8:00pm  
Goleta Valley Community Center  
Room #1  
5679 Hollister Avenue

At UCSB

Wednesday, May 7, 12:00-1:00pm  
UCSB Campus  
University Center  
Flying A Studio Room

At SBCC

Thursday, May 8, 12:00-1:00pm  
Santa Barbara City College  
Humanities Building  
Room H308

**See reverse for details of the proposed service improvements**

*(To provide input regarding a proposed fare increase, please attend one of the meetings in the box below.)*

MTD to Propose Fare Increase Options  
at Five Public Meetings

In addition to the service improvement public meetings being held as noted above, the Santa Barbara Metropolitan Transit District (MTD) will be conducting five meetings to gather public input regarding an upcoming fare structure proposal. *(To provide input for service improvements, please attend one of the meetings as noted in the box above.)*

MTD has not raised fares since 1997. In this time, new routes have been implemented, new buses have been put into service, and paratransit service has been expanded.

MTD will be proposing multiple fare change options to the public in an effort to ensure MTD's financial needs are met with minimal passenger impact. The options being reviewed include, fares based on peak and off-peak travel, premium fares for express services, transfer limitations, and a flat fare increase.

In Santa Barbara

Wednesday, May 14, 12:00-1:00pm  
Santa Barbara Public Library  
Townley Room  
40 E. Anapamu Street

Thursday, May 15, 6:00-7:00pm  
Franklin Neighborhood Center  
Room B  
1136 East Montecito Street

In Goleta

Wednesday, May 14, 6:00-7:00pm  
Goleta Valley Community Center  
Room #1  
5679 Hollister Avenue

In Carpinteria

Tuesday, May 13, 6:00-7:00pm  
Carpinteria Public Library  
Multipurpose Room  
5141 Carpinteria Avenue

At UCSB

Monday, May 12, 12:00-1:00pm  
UCSB Campus  
University Center  
Mission Room

– Can't Make the Public Meetings? –

Your input is valuable. If you cannot make any of the scheduled public meetings, please submit your comments via facsimile to 805-962-4794 or by e-mail to [cservice@sbmtl.gov](mailto:cservice@sbmtl.gov).

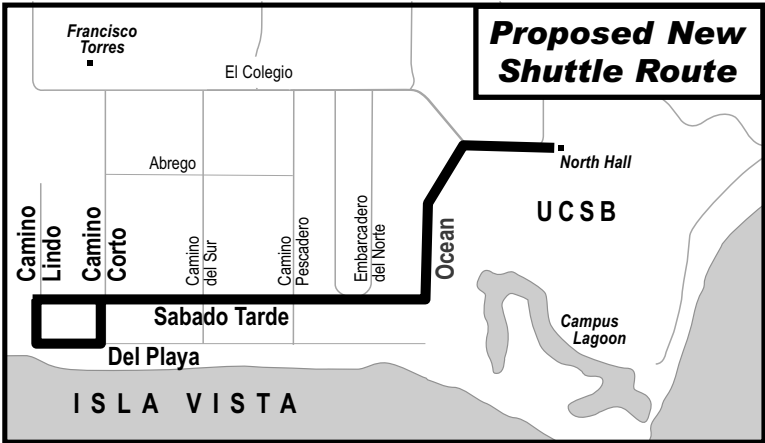
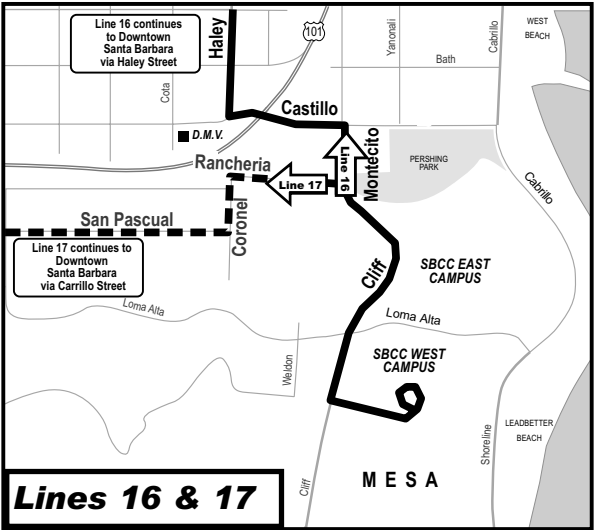
**Local Routes**

**NEW Service Proposed for Santa Barbara City College West Campus**

It is proposed that MTD directly serve SBCC’s West Campus, discontinuing travel on the Cabrillo/Loma Alta loop and providing consistent 30-minute frequency on both the **Lines 16 and 17**. Additionally, the Shoreline loop on the Line 17 would be discontinued and replaced with increased **Line 5** service on Cliff Drive to the Mesa Center.

**NEW Service and Entrance Proposed within UCSB Campus at Sabado Tarde Gate**

MTD proposes to serve the UCSB campus directly from southern Isla Vista via a new Sabado Tarde gate and new campus bus stops located at the intersection of Ocean Road and Sabado Tarde. The Isla Vista to North Hall segment of the **Line 9** route would be discontinued and a **New Shuttle Service** would operate on class-days only between North Hall and Camino Corto on Ocean Road and Sabado Tarde, via the new gate.



**Other Local Routes Proposed for Service Changes**

On weekdays, **Line 1** eastbound trips leaving Modoc/Portesuella at 10:13pm and the Transit Center at 10:28pm, along with one westbound trip leaving the Transit Center at 10:40pm would be discontinued due to low ridership. Additionally, minor time adjustments would be made on weekends.

On the **Line 3**, the current 5:55am trip departing the Transit Center would be retimed to arrive at Cottage Hospital at 5:55am.

**Lines 6 and 11** would undergo some running time adjustments.

On Saturday evenings, **Line 8** trips leaving Encina/Fairview at 6:40pm and Hollister/Nectarine at 6:45pm would be discontinued. The first morning and last evening **Line 10** trips leaving La Cumbre at 5:55am and 5:55pm would be discontinued due to low ridership. The first eastbound trip would start at Cathedral Oaks/Patterson.

The **Line 14** trip leaving the Transit Center at 2:45pm may be retimed to accommodate Santa Barbara Jr. High School dismissal time.

The **Line 19 F and W** trips departing at 7:55am would be discontinued due to low ridership.

**Line 20** would have minor retiming of selected trips to accommodate passengers from discontinued Line 21x trips (see *Express Routes* below).

The **Line 22** St. Francis loop would be eliminated due to the hospital closing and the new routing would remain on Garden Street. The APS loop would be served by four, weekday-only trips to coordinate with El Encanto hotel work schedules. Frequency would be increased to hourly.

On weekdays, the **Line 25**, 6:25am trip from Sandpiper Golf Course would be retimed to depart at 6:20am for a quick connection to the Line 12x at Hollister/Storke.

The **Field Trip** would be discontinued after Summer 2003 due to low ridership.

**Express Routes**

On Saturday evenings, two **Line 12x** trips, departing Hollister/Storke at 7:16pm and 8:16pm would be converted to Line 24x. The **Line 13x** would be rerouted off Bradford onto Calle Real and the trip arriving at the Transit Center at 7:28am would be rescheduled to arrive at 7:26am for easier connections.

Due to low ridership, **Line 21x** trips departing the Transit Center at 5:55am and 8:00am, along with trips departing Mark Avenue at 9:10am and 5:45pm would be discontinued or combined with other trips.

Two additional **Line 24x** Saturday evening trips departing from Storke/Hollister to the Transit Center would be added.